

C O U N C I L C O M M U N I C A T I O N

TO: THE CITY COUNCIL
FROM: THE CITY MANAGERS OFFICE

COUNCIL MEETING DATE:
NOVEMBER 2, 1988

SUBJECT: APPROVE RENEWAL OF AGREEMENTS WITH NATIONAL ADVERTISING COMPANY FOR RENTAL OF TWO BILLBOARDS LOCATED ON HIGHWAY 99 ENTRANCES TO THE CITY OF LODI

The renewal agreements with National Advertising Company for the rental of two billboards located on the Highway 99 entrances to the City of Lodi have been received.

These are painted boards and the rental fee includes paintings of the boards yearly, including the original painting.

The term of these agreements is for 36 months. The effective date of these renewals and the monthly unit charges will be as follows according to the terms of the renewal agreements.

<u>LOCATION</u>	<u>EFFECTIVE DATE</u>	<u>MONTHLY UNIT CHARGE</u>
a) Highway 99, East side 0.5 miles s/o Armstrong Rd.	March 1, 1989	\$590.00
b) Highway 99, West side N/o Peltier Rd.	April 1, 1989	\$590.00

The monthly unit charge shown above is applicable only to the first 12 months of the agreement term. A 12% per year increase in the monthly unit charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.

Listed below is a monthly rental cost breakdown by board on these billboards over the past several years

<u>1975</u>	<u>1981</u>	<u>1986</u>
\$175	\$260	\$420

In the past, at the direction of the City Council, charges for the rental of these billboards have been made to the City (Hotel/Motel Tax) Beautification Fund.

RECOMMENDED ACTION:

If the City Council is desirous of renewing these agreements with the National Advertising Company, it is recommended that Council direct the City Manager and City Clerk to execute the appropriate renewal agreements covering these billboards.

Alice M. Reimche
Alice M. Reimche
City Clerk

AMR:jj

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CITY COUNCIL

JOHN SWINNEY, Mayor

Mayor Pro Tempore

DAVID M. HINCHMAN

EVELYN M. OLSON

FRED M. REID

CITY OF LODI

CITY HALL, 221 WEST PINE STREET

CALL BOX 3006

LODI, CALIFORNIA 95241-1910

(209) 334-5634

TELECOPIER (209) 333-6795

THOMAS A. PETERSON

City Manager

ALICE M. REIMCHE

City Clerk

BOB McNATT

City Attorney

November 2, 1988

Mr. Dave Spencer
National Advertising Company
P. O. Box 1080
Stockton, CA 95201-1080

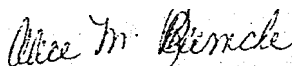
Re: City of Lodi Renewal Outdoor Advertising Contract
Location Nos. 040410-007077

Dear Mr. Spencer:

Enclosed herewith please find executed copies of the above referenced renewal contracts which were approved by the Lodi City Council at its meeting of November 2, 1988. We would ask that you return a fully executed copy of these contracts at your earliest convenience.

Should you have any questions regarding this matter, please do not hesitate to call this office.

Very truly yours,



Alice M. Reimche
City Clerk

AMR:jj

cc: Robert Holm
Finance Director

NATIONAL ADVERTISING COMPANY

GENERAL OFFICES: BEDFORD PARK, ILLINOIS 60501

Local office # (209) 466-5021

CITY OF LODI

(LEGAL NAME OF ADVERTISER)

d.b.a. CITY OF LODI

(TRADE NAME) ?

221 WEST PLE ST.

(Street Address)

LODI, CA 95240

(City, State, Zip Code)

(ADVERTISER'S AGENCY)

(Street Address)

(City, State, Zip Code)

Alice Reimche (209) 334-5634

Person to call

Telephone Number

Person to call

Telephone Number

Telephone Number

as

Lodi

Location Number	Location and Description	Approximate Size	Illumination Class (A,B,C.) See Note 1	Paintings Yearly (Including Original) See Note 2	Monthly Unit Charge See Note 3
007077	HWY 99, WS, 50' N/O PELTIER RD., LODI, NF	12x40	B	1	\$590.00
<p>NOTE 1: Class "A" displays are non-illuminated, Class "B" displays are to be illuminated daily from dusk until midnight, standard time, and Class "C" displays are to be illuminated daily from dusk until dawn.</p> <p>NOTE 2: Special paintings or cut-outs in addition to those specified above will be made at 3M National's then current charges therefor which will be quoted upon request.</p> <p>NOTE 3: The Monthly Unit Charge shown above is applicable only to the first 12 months or less of the contract term. A 12 % per year increase in the Monthly Unit Charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.</p>					

TERM. The term of this contract as to each display shall be 36 months, beginning on the day such display is completed, herein called the effective date. The effective date of this agreement will normally be within sixty days (for a single display) or ninety days (for more than one display) from the date 3M National receives the approved artwork from the Advertiser. If the Advertiser's approved artwork has not been received within the forty-five day limit as specified in the "Copy Approval" paragraph herein, 3M National may, at its option, charge the Advertiser 1/30 of the above Monthly Unit Charge for each day beyond the said forty-five day limit until the said artwork has been received, and the Advertiser agrees to pay such charges upon receipt of billing therefor by 3M National. If this is a Contract for a renewal term of an existing contract, the effective date will be the expiration date of such prior contract term.

ADDITIONAL PROVISIONS. The undersigned hereby authorizes National Advertising Company to investigate any reference or source to obtain credit information. The provisions on the reverse hereof are hereby incorporated herein by specific reference thereto and constitute a part of this agreement. Both sides of this contract and the information inserted herein have been carefully read and are fully understood, and the provisions herein correctly state the intentions of the undersigned.

RECEIVED BY (Subject to acceptance by 3M National)

David Spencer 27437

Representative

ACCEPTED

NATIONAL ADVERTISING COMPANY

By

Billing Address:

Date: November 2 1988

(Signature) Thomas A. Peterson

(Title) City Manager

(Print Name & Co.)

(Signature) Alice M. Reimche

(Title) City Clerk

(Print Name & Co.)